

NWA Technology & Program Integrity Conference

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eWIC IT Project Manager



Health and Wellness for all Arizonans

Conference Schedule

- Main sessions that applied to wide audiences
- Conference Tracks
 - eWIC
 - Program Integrity
 - Technology
 - Vendor

Local Agency/Participant Highlights

- Stakeholder Communication early and often
- Sample documentation and training materials
- Multiple forms of communication across different technology platforms
 - Paper
 - Clinic Videos
 - Participant Smart phone accessible videos

EBT Development and Implementation in West Virginia

Local Staff



- Anticipate changes in clinic flow, staff duties.
- Develop training – new/updated policies, how to generate and read balances, issue/replace cards and change food packages, PIN numbers, aggregate family food benefits.
- Engage local staff with state staff on educational buys so they know participant experience at store.
- Outline procedures for trouble shooting – common problems, who and when to call.
- Use lessons learned from pilot to update training and materials before rollout.
- Use staff from other sites/agencies to help with rollout.



Oregon eWIC Pilot - Communication

Oregon eWIC

Early & Often

- Applies to all stakeholders
- Share information
- Get them engaged
- Ask for their input and participation from the beginning and all along the way
- One caution – sharing milestone dates too early!

Local Agency Webinars

Oregon eWIC

Early & Often – Local Agency Staff

- Conducted 10 informational webinars – live + recorded and made available on our website
 - Compiled questions from live versions into FAQ document
- <http://public.health.oregon.gov/healthypeoplefamilies/wic/pages/ewic-webinars.aspx>

Massachusetts WIC Participant Communication

Communication to Participants

- Developed a tear off announcing “shopping gets a little easier.”
- Given to participants and circulated in the community for 3 months prior to rollout.



Massachusetts WIC Participant Brochure

GOOD FOOD and A WHOLE LOT MORE!

Common Questions about your Card

What is a PIN (Personal Identification Number)?

A PIN is a four-digit secret number that, along with the card, allows access to your WIC benefits. When choosing a PIN, choose four numbers that are easy for you to remember, but hard for someone else to figure out (for example, your parent's or child's birthday).

- DO NOT write your PIN on your card.
- DO NOT give your PIN to anyone that you do not want to use your card. If someone knows your PIN and uses your card to get your food benefits without your permission, those benefits will not be replaced.

What if I forget my PIN or want to change it?

You must visit your local WIC office to change your PIN.

What if I enter the wrong PIN?

DO NOT try to guess your PIN. If the correct PIN is not entered, on the third try your PIN will be locked. This is done as a protection from someone guessing your PIN and getting your food benefits. There are three ways to unlock your card:

- call your local program
- call the 800 number on the back of your card
- wait until midnight and your account will automatically unlock

What should I do if my card is lost or stolen?

Call your local WIC Program right away! They will stop anyone from using your food benefits and help you get a new card.

What if my card doesn't work?

Call your local WIC program or the number on the back of your card.

When will I have my benefits?

Current food benefits loaded at the WIC office will be available immediately. Food benefits for upcoming months will be deposited onto your WIC card at 12:00 midnight on the beginning date and will expire at 12:00 midnight on the ending date.

What should I do with my card after my benefits are used?

SAVE YOUR WIC CARD! Even when all your WIC foods have been purchased, your card is re-usable. Your next set of benefits will be purchased with the same WIC card.

What happens if I can't do my own shopping and need someone else to shop for me?

You may have someone else shop for you if you wish. You can give them your WIC Card and PIN. Just make sure this is someone you can trust!

What happens if all the WIC foods are not purchased? Will these benefits roll over to the next month?

No, benefits that are not used will expire on the ending date.



1-800-WIC-1007



@MassWIC

WIC Nutrition Program • Nutrition Division
MA Department of Public Health
www.mass.gov/wic • TDD/TTY: 617-624-5992



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#363

MASSACHUSETTS WIC NUTRITION PROGRAM



The WIC Card

Massachusetts WIC Participant Brochure Continued

The new WIC Card is a faster, easier and more convenient way to shop!

WIC has moved from the old paper check system to a new electronic benefits card. Now, WIC purchases will be as fast and easy as making a purchase with a debit or credit card. All of the foods for your whole family will be together on one card.

Checking Your Account Balance

You can check your account balance two ways:

- Check your last store receipt
- Go to the Customer Service Desk at your grocery store, where you can slide your card into a POS machine to get your balance

Shopping with your WIC Card

- Buy what you need. You do not have to buy all your foods at one time!
- Have your card ready at check out.
- Before scanning any of your foods, tell the cashier you are using a WIC Card.
- When the cashier tells you, slide your WIC Card in the Point of Sale (POS) machine or hand your WIC Card to the cashier.
- Enter your PIN and press the enter button on the keypad.
- The cashier will scan your foods.
- The amount of approved food items and dollar amount of fruits and vegetables you purchase will be deducted from your WIC account.
- The cashier will give you a receipt which shows your remaining benefit balance and the date benefits expire. Save this receipt for future reference.
- It's important to always remember to swipe your WIC card before any other forms of payment. Any remaining balance can be paid with either cash, EBT, SNAP, or other form of payment accepted by the store.

Reading Your Receipt

Your cash register receipt will list the WIC food items you bought and the remaining WIC food benefits and expiration date. Here is an example:

STORE NAME ADDRESS			
STORE ID: WICW006			
TERM ID: WIC006001			
CLERK ID: 999			
DATE & TIME: 07/01/2014 10:10AM			
SEQ NUMBER: 034			
CARD: *****0007			
AUTH CODE: 123499			
WIC PURCHASE			
QTY	UNITS	DESCRIPTION	PRICE
18.00	oz	Cheerios 18 oz.	4.99
2.50	\$\$\$	Fruits + Veg	2.50
TOTAL ITEMS SOLD = 2			
\$ 2.50 - Fruits & Veggies			
PURCHASE SUBTOTAL			7.49
DISCOUNT APPLIED			0.00
APPROVED PURCHASE TOTAL			7.49
BALANCE DUE - 0.00			
BENEFITS EXPIRE ON 7-28-14			
QTY	UNITS	DESCRIPTION	
1.00	pkg	16oz Pkg Cheese	
1.00	doz	Dozen Large Eggs	
18.00	oz	Ounces Cereal	
4.00	can	15.5oz Canned Beans	
1.00	pkg	Bread/Rice/Tortillas	
3.00	gal	Gallon 1%/Fat Free Milk	
1.00	qt	Qts 1%/Fat Free Milk	
2.00	cont	64oz Bottle 100% Juice	
3.50	\$\$\$	Fruits + Veg	
****CARD HOLDER COPY****			
****PLEASE SAVE THIS RECEIPT****			

Keep your receipt to know the balance and the dates to buy your WIC foods.

Take Care of Your WIC Card

- Keep your PIN confidential.
- Don't write your PIN on your card.
- Keep your WIC Card in your wallet or purse.
- Do NOT give your PIN to anyone that you don't trust.
- Do NOT bend your card.
- Keep your card out of direct sunlight and avoid places such as a car's dashboard.
- Keep your card safe and clean.
- Keep your card away from items such as magnets, cell phones, TVs, and microwaves.

Since your family's WIC food benefits will be deposited onto your card, keep your card and bring it with you each time you come to your WIC appointments.



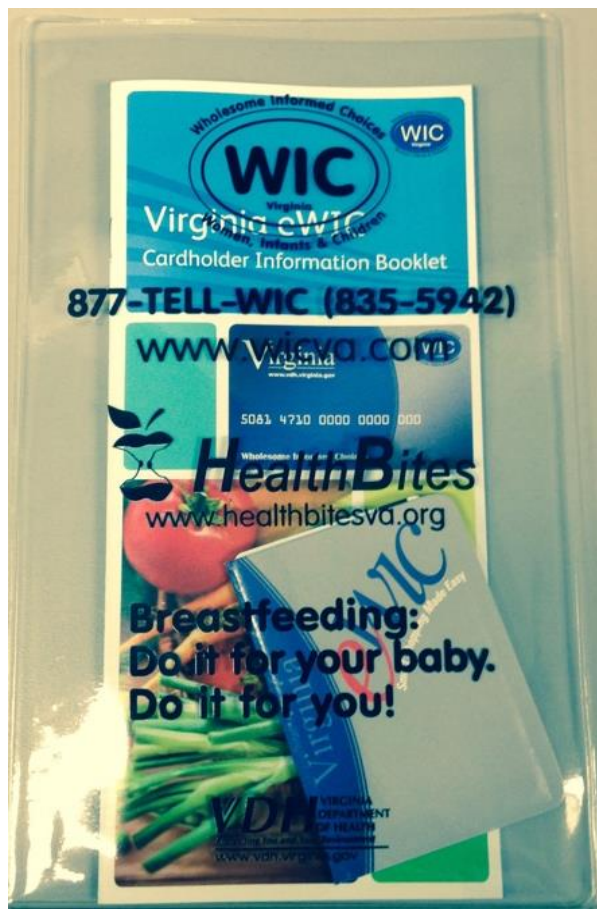
Remember to bring your WIC Card with you each time you go to your WIC appointments!

Massachusetts WIC Participant Video

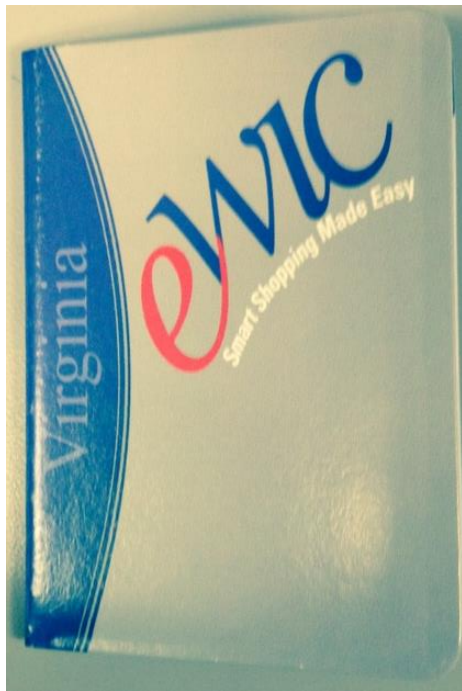
Education for Participants - Video

- Video – showed video at the last appointment, prior to issuing the WIC Card. Most programs continued to play the video through the first 3 months of rollout.
- All programs received English and Spanish versions and a portable DVR player, if needed.
- Also posted to the DPH website.
- YouTube Video Link:
<https://www.youtube.com/watch?v=K0AG8tbqzUI>

Virginia WIC Participant Materials



Virginia WIC Cardholder

The image shows the back of the Virginia WIC Cardholder book. It has two main sections: an "INSERT CARD" slot on the left and a "Last Receipt" area on the right. The "INSERT CARD" section includes fields for "First Name" and "Last Name", a red-bordered box with the text "If card is lost or stolen call 1-877-677-5963", and a disclaimer: "Buying, selling or otherwise misusing WIC benefits is a crime. To report suspected abuse, call 800-424-9121 or visit: www.usda.gov/oig/hotline.htm". The "Last Receipt" section is titled "Know Your Balance" and contains a list of items purchased, a balance inquiry, and a reminder to "KEEP YOUR LAST RECEIPT".

INSERT CARD

Last Receipt

First Name

Last Name

If card is lost or stolen call
1-877-677-5963

Buying, selling or otherwise misusing
WIC benefits is a crime.
To report suspected abuse,
call 800-424-9121 or visit: www.usda.gov/oig/hotline.htm

Know Your Balance

The best way to keep track of how much you have left to spend in your WIC benefit account is to know your balance.

The best way to know your balance is to
KEEP YOUR LAST RECEIPT.

TERMIN 10000000 06/27/13
CLASS:0001 181150M

WIC BALANCE INQUIRY
CARD NUM: XXXXXXXXXXXX1034
SETTLEMENT DATE 06/28

REMAINING WIC BENEFITS:

2	1# CHEESE 1# 8 OR 16 OZ
2	DOZ EGGS - IN DOZEN CART
72	02 BREAKFAST CEREAL - 8
2	CNT BEANS/PEAS 16 OZ OR
64	02 BREAD 12 16 24 OZ /
12.00	888 FRUIT AND VEGETABLES
3.25	04L WHOLE MILK
3.25	04L LOW FAT MILK
4	CNT 64 OZ LIQUID JUICES

USE YOUR WIC BENEFITS BY:
07/26/2013

Virginia WIC Cardholder Continued

Nondiscrimination	Statements
<p>The U.S. Department of Agriculture prohibits discrimination against its customers, employees, and applicants for employment on the basis of race, color, national origin, age, disability, sex, gender identity, religion, reprisal, and where applicable, political beliefs, marital status, familial or parental status, sexual orientation, or all or part of an individual's income is derived from any public assistance program, or protected genetic information in employment or in any program or activity conducted or funded by the Department.</p> <p>If you wish to file a Civil Rights program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, found online at www.ascr.usda.gov/complaint or at any USDA office, or call (866) 632-9992 to request the form.</p>	<p>You may also write a letter containing all of the information requested in the form. Send your completed complaint form to us at:</p> <p>U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410,</p> <p>by fax (202) 690-7442 or email at program_intake@usda.gov.</p> <p>Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339; or (800) 845-6136 (Spanish).</p> <p>USDA is an equal opportunity provider and employer.</p>

Appointments				Security
Date	Time	Date	Time	<p>How do I protect my eWIC card? Do not expose your card to heat or anything magnetic such as TVs, microwaves or other electronics.</p> <p>Do not bend your card. Do not let the strip on the back of the card get scratched or damaged. Your card will not work if this happens. Always store your card in the protective pocket inside the front cover of this booklet.</p> <p>How do I protect my PIN? Never tell anyone your secret PIN. Do not write your PIN on your card or anywhere in this booklet. Do not write your PIN on anything you carry with you where someone could find and use it.</p> <p>How do I protect my WIC benefits? If your card is lost or stolen, call customer service immediately. When entering your secret PIN on the PIN pad, be sure no one else can see the number you are entering. If someone else knows your PIN and uses your benefits, your benefits will not be replaced. If you think someone else knows your secret PIN, call customer service and choose a new PIN.</p>

Virginia WIC Participant DVD

- Training Videos in English and Spanish
- Four videos - 3 -5 minutes
- Accessible on Smart Phones through QR Code found on Food List and training materials
- https://www.youtube.com/playlist?list=PL-QyNcv9THhJk-0eF41U-2Yxd_KJG4iuK

Questions or Comments?

- NWA posted presentations are located online at https://www.nwica.org/events/info/nwa-2015-technology-program-integrity-conference-copy#tab_eid-16-speaker-presentations.
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